



# MUSKEGON WINTER SPORTS COMPLEX

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February 10, 2011

Dear Senators :

On behalf of the Muskegon Sports Council, the managing organization behind the Muskegon State Park Winter Sports Complex and Muskegon Luge track, I urge your support for Senate Bill 110.

While we support the full funding of this legislation, we also highly recommend that the funds include increased focus on winter tourism as well as our State Park system. Each year we struggle to bring awareness to "Pure Michigan" winter related offerings and the wonders of our State Park system. I am here to testify to the effectiveness of the Pure Michigan campaign as the sports complex has experienced a two- fold increase in visitors to our park during the past two winters. Last winter alone, we saw over 30,000 visitors.

Without question, this legislation for Pure Michigan funding is a win-win situation for every citizen of the State of Michigan. These potential tourist dollars are vital not only to the growth of our tourism industry, but to our state and local governments through sales, gas and other tourism-related taxes. Together we can continue building a positive tourism image for our state.

If I can be of further assistance, please contact me at 231/744-9629, Ext.701.

Respectfully Submitted,

James W. Rudicil, Jr

Executive Director

ENDORSED BY:

Muskegon Sports Council

Muskegon Luge Club